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Human Trafficking Task Force
Meeting Minutes
Monday, March 18th, 2013

Convened at 10:04 AM

Task Force Members Present: Martha Coakley , Liam Lowney, Stephanie Decandia, Amy Farrell, Ellen Lemire, Susan Goldfarb, Cherie Jimenez, Chief Tom Pasquarello, Colin Moore, Sheridan Haines, Chris Carroll, Audrey Porter, Heather Rowe, Josiane Martinez, Lisa Goldblatt Grace, Mary McCauley, Diane Richard

Updates from the Chair

A reminder that the Task Force subcommittee recommendations are due in May
Julie Dahlstrom had her baby and both are doing well
Mary McCauley from the State Police is joining the Task Force
Diane Richard is joining the Task Force for Probation
The federal Human Traffic Grant request went out this week

Approval of Meeting Minutes

- Motion to approve Minutes of 11/7/12 HTTF
- Moved by Liam Lowney
 - Seconded by Sheridan Haines
- Minutes adopted unanimously and will be posted on the AGO website.

Update from Education and Training – Ellen Lemire and Lisa Goldblatt Grace

- Our Mandate
 - Identify providers of health and human services and effective training methodologies
 - Methods to identify victims
 - How social service and medical providers will reach victims
 - Where are these providers practicing
- Training objectives
 - Initiate a systemic change that is more than just awareness
 - Three most important aspects of this change being attitude, knowledge and skills
 - There must be consistent, practical language used in training that does not sensationalize, minimize or generalize.
 - Develop specific training for disciplines that are detailed
 - It is also important to have multidisciplinary trainings
 - All data should include data
- Medical Personnel Training:
 - General awareness among medical professionals is low
 - In order for trainings to be effective there needs to be a mandate or an incentive
 - Trainings should tie into existing frameworks that relate to specific fields
 - Cultivating an “in-house champion” is most effective method
- What should the training content be?
 - Incorporate training into mandates
 - Incorporate training into existing medical curriculum.
 - “Train the Trainer” course

- What fields are most important?
 - Starting in OB/GYN and ER as they are the first responders to victims
- Recommendation to DCF:
 - Dedicate a larger segment of core training to Human Trafficking
 - Hold more regular multidisciplinary trainings
- Labor Trafficking- A Special Case
 - There is very little data surrounding it
 - How to connect with potential victims?
 - Div. of Professional Licensure are helpful in identifying who works with potential victims
- Task Force Feedback
 - AG Coakley: Stereotypes exist, making it difficult but not impossible to change language
 - Amy Farrell: labor trafficking should not be a special type of trafficking
 - It is important to remember to talk about debt in these cases in a culturally appropriate way.
 - Other words that minimize laborers are “illegal workers”
 - Providers should know that victims’ translators are often the traffickers
 - Diane Richard: Probation officers and juvenile officers often go into homes and enforce social law.
 - They have received some training but need more
 - Cherie Jimenez: the same is true for court and legal workers
 - Many victims are court-involved
 - Trainings would help decrease missed opportunities
 - Josiane Martinez: Immigrant and Refugee service providers are often where victims go for help
 - Chief Pasquarello: Religious communities are important
 - Many cultures go to pastors with all kinds of information
 - Sheridan Haines: recommends looking into research being done at Simmons College on incorporating HT Training into curricula
 - Heather Rowe: Increase training of compliance and enforcement field staff
 - Many are not multi-lingual

Update from the Public Awareness Subcommittee – Josiane Martinez

- Tenant for Presentation
 - Evaluate approaches to increase public awareness of human trafficking
- Public Awareness Campaign Strategy
 - General Public Awareness Campaign
 - Cohesive branding
 - Victim-sensitive materials and outreach programs
 - Micro targets: sex and labor trafficking
 - Culturally-competent messaging
 - Align campaign with private, state and national efforts
 - Stories, PSAs, victim services contacts, law enforcement contacts, labor standards, national trafficking hotline
 - Cost-effective & “out of the box” avenues
 - Tiered Options
 - **MOST EXPENSIVE** Paid media + paid creative/website
 - Brand development + Pro-bono creative & website +

- Production & translation of PSAs +
 - Some purchased media/advertising spots
 - **LOW-NO COST** State agencies activities (public notices, blogs, press releases) + Aligning existing efforts (awareness days, local campaigns) + Earned media + Market research +
 - Celebrity/elected officials endorsements +
 - Public-private partnerships (pro-bono services & donated media)
- Collaboration and Partnerships
 - Public Notices (federal partners and local TV/media)
 - Endorsements (local celebrities, elected officials, faith & community leaders, and media personalities to appear in PSAs and events)
 - Integrated Training (Conduct workshops at local housing and neighborhood forums)
 - Education & Student Activism(Align with college campus campaign)
 - Corporate Social Responsibility (Consumer education)
 - Fight Trafficking Online (Partner with tech firms to research and disrupt online sex trafficking)
- Final Steps
 1. Establish budget, timeframe & call to action
 2. Conduct earned-media audit
 3. Develop RFP for creative services, market plan development & media inventory
 4. Market research / pre-campaign testing
 5. Campaign planning
 6. Implementation
 7. Post-campaign evaluation
- Task Force Feedback
 - Lisa Goldblatt Grace: There are some larger PR firms who do some annual pro bono projects
 - Cherie Jimenez: It is very important in this instance to shift away from sensationalism as well.
 - Josiane: All materials should be piloted
 - Liam Lowney: Will specific micro targets have different calls to action? Report should include these recommendations
 - AG Coakley: Some of these recommendations could require continued work by the subcommittees
 - Amy Farrell: Important to let general public know what they do every day to enable trafficking
 - Heather Rowe: A large piece of Labor Trafficking component should be consumers

Information on upcoming meetings

- Next meeting will be held on May 8th, 2013.
- Reminder that all recommendations are due on that date.

Motion to adjourn – Liam Lowney

- Seconded by Heather Rowe
- Unanimous approval

Adjourned at 11:29 AM